

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
 PROMOTIONAL COORDINATOR
 8899 MAIN STREET
 WILLIAMSVILLE, NY 14221
 (716) 634-4179
 FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

TO:	RJR ACCOUNT #: #842166
	TOPS
FAX #:	(716) 635-5304

CC:	R. M. DUSZYNSKI
CC:	

****Displays will be sent directly to stores.**PARTNERS PROMOTION REPORTING: **DOR_SEPT_JACKPOT** (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	7	1 (ONE CTN)	210
25469	6M		DORAL MEN LT 100	7	1 (ONE CTN)	
25468	6M		DORAL 100	7	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	7	1 (ONE CTN)	

PRODUCT PO # _____

#8197-0247

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/24/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$9,412.53	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
206	NO. OF DISPLAYS ON CUSTOMER LIST

DESCRIPTION	
8/24/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: **8/24/98**.
 - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
 - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
 - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

51859 2438

WHOLESALER : 842166 TOPS MARKETS, INC. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0919
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202	162238	767530	WILSON FARMS #772	201 W BROADWAY ST	FULTON	NY	13069	2		4027-0500		(315)593-1632
162202	162230	669742	WILSON FARMS #396	8340 OSWEGO STREE	LIVERPOOL	NY	13090	2		4027-0500		(315)652-1883
162202	162232	719003	WILSON FARMS #398	207 STATE ST	AUBURN	NY	13021	2		4027-0500		(315)258-9240
162202	162237	024864	WILSON FARMS #397	123 N MAIN ST	NORTH SYRACUSE	NY	13212	2		4027-0500		(315)458-1178
162205	162237	060217	WILSON FARMS #393	1120 N SALINA ST	SYRACUSE	NY	13208	2		4027-0500		(315)422-3010
162205	162237	762855	WILSON FARMS #391	2450 JAMES ST	SYRACUSE	NY	13206	2		4027-0500		(315)463-0938
162205	162231	771159	WILSON FARMS #781	178 MAIN ST	GROTON	NY	13073	2		4027-0500		(607)898-3033
162205	162231	782991	WILSON FARMS #780	76 N MAIN ST	CORTLAND	NY	13045	2		4027-0500		(607)758-9656
162205	162237	763893	WILSON FARMS #392	618 2ND NORTH AT	SYRACUSE	NY	13208	2		4027-0500		(315)426-1431
162205	162230	072903	WILSON FARMS #395	101 VALLEY DR	SYRACUSE	NY	13207	2		4027-0500		(315)424-1130
162205	162237	762846	WILSON FARMS #390	1718 GRANT BLVD	SYRACUSE	NY	13208	2		4027-0500		(315)422-6641
162601	162626	226876	WILSON FARMS #360	1504 PINE AVE	NIAGARA FALLS	NY	14301	2		4027-0500		(716)285-2613
162601	162626	743661	WILSON FARMS #381	8109 NIAGARA FALL	NIAGARA FALLS	NY	14304	2		4027-0500		(716)283-3347
162601	162626	763885	WILSON FARMS #732	906 BRIGHTON RD	TONAWANDA	NY	14150	2		4027-0500		(716)834-1858
162601	162626	764621	WILSON FARMS #322	433 DIVISION ST	NORTH TONAWAND	NY	14120	2		4027-0500		(716)694-9322
162601	162626	765000	WILSON FARMS #311	402 NIAGARA ST	NIAGARA FALLS	NY	14301	2		4027-0500		(716)285-4497
162601	162622	765002	WILSON FARMS #350	1 PARK AVE	LOCKPORT	NY	14094	2		4027-0500		(716)433-1770
162601	162625	765189	WILSON FARMS #326	601 PROSPECT AVE	BUFFALO	NY	14213	2		4027-0500		(716)881-0130
162601	162629	765214	WILSON FARMS #346	584 ONTARIO ST	BUFFALO	NY	14207	2		4027-0500		(716)873-4788
162601	162626	765224	WILSON FARMS #352	9101 NIAGARA FALL	NIAGARA FALLS	NY	14303	2		4027-0500		(716)297-2053
162601	162626	765225	WILSON FARMS #353	1500 MAIN ST	NIAGARA FALLS	NY	14305	2		4027-0500		(716)285-4404
162601	162626	765226	WILSON FARMS #354	2824 PINE AVE	NIAGARA FALLS	NY	14301	2		4027-0500		(716)285-1058
162601	162626	765283	WILSON FARMS #355	6955 WARD RD	WHEATFIELD	NY	14120	2		4027-0500		(716)694-6394
162601	162626	765421	WILSON FARMS #347	2550 MILLERSPORT	GETZVILLE	NY	14068	2		4027-0500		(716)688-1208
162601	162625	765439	WILSON FARMS #344	256 FOREST AVE	BUFFALO	NY	14213	2		4027-0500		(716)886-6499
162601	162629	765566	WILSON FARMS #342	2458 DELAWARE AVE	BUFFALO	NY	14216	2		4027-0500		(716)873-4478
162601	162626	765575	WILSON FARMS #329	115 BROAD ST	TONAWANDA	NY	14150	2		4027-0500		(716)692-0249
162601	162629	801365	WILSON FARMS #733	460 HERTEL AVE	BUFFALO	NY	14207	2		4027-0500		(716)447-1692
162601	162626	923391	WILSON FARMS #359	7610 BUFFALO AVE	NIAGARA FALLS	NY	14304	2		4027-0500		(716)283-2246
162601	162622	587981	WILSON FARMS #336	43 LINCOLN PARK D	TOWN TONAWANDA	NY	14223	2		4027-0500		(716)836-5019
162601	162626	597988	WILSON FARMS #348	6880 PLAZA DR	NIAGARA FALLS	NY	14304	2		4027-0500		(716)731-2584
162601	162626	398815	WILSON FARMS #361	1787 LOVE RD	GRAND ISLAND	NY	14072	2		4027-0500		(716)773-6000
162601	162626	719002	WILSON FARMS #730	1490 ELMWOOD & SH	KENMORE	NY	14217	2		4027-0500		(716)447-8823
162601	162626	451130	WILSON FARMS #337	1202 NIAGARA FALL	TONAWANDA	NY	14150	2		4027-0500		(716)836-4566
162601	162629	490483	WILSON FARMS #328	2412 ELMWOOD AVE	KENMORE	NY	14217	2		4027-0500		(716)876-8734
162601	162626	422975	WILSON FARMS #351	2310 HYDE PARK BL	NIAGARA FALLS	NY	14305	2		4027-0500		(716)285-1618
162601	162626	398779	WILSON FARMS #318	2620 NIAGARA ST	NIAGARA FALLS	NY	14303	2		4027-0500		(716)282-1163
162601	162625	540545	WILSON FARMS #345	171 GRANT ST	BUFFALO	NY	14213	2		4027-0500		(716)884-6985
162601	162626	545966	WILSON FARMS #338	837 NASH RD	NORTH TONAWAND	NY	14120	2		4027-0500		(716)694-0038
162601	162626	398807	WILSON FARMS #306	1618 18TH ST	NIAGARA FALLS	NY	14305	2		4027-0500		(716)285-6061
162601	162622	303996	WILSON FARMS #339	95 S TRANSIT ST	LOCKPORT	NY	14094	2		4027-0500		(716)439-0767
162601	162629	058772	WILSON FARMS #327	2078 NIAGARA ST	BUFFALO	NY	14207	2		4027-0500		(716)873-6154

WHOLESALER : 842166 TOPS MARKETS, INC. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0919
 SALES LEVEL : 16XXXX

DATE: 98-07-06
 TIME: 10:49 AM

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162626	672425	WILSON FARMS #332	533 NIAGARA ST	TONAWANDA	NY	14150	2		4027-0500		(716)693-2979
162601	162622	675049	WILSON FARMS #341	741 KENMORE AVE	BUFFALO	NY	14223	2		4027-0500		(716)446-0312
162601	162626	075900	WILSON FARMS #330	492 OLIVER ST	NORTH TONAWAND	NY	14120	2		4027-0500		(716)692-6266
162602	162622	128343	WILSON FARMS #340	1623 EGGERT RD	AMHERST	NY	14226	2		4027-0500		(716)837-5469
162602	162622	397962	WILSON FARMS #349	79 ROCHESTER RD	MIDDLEPORT	NY	14105	2		4027-0500		(716)735-9110
162602	162629	396989	WILSON FARMS #319	281 PARKSIDE AVE	BUFFALO	NY	14214	2		4027-0500		(716)834-3974
162602	162629	397297	WILSON FARMS #357	755 DICK RD	CHEEKTOWAGA	NY	14225	2		4027-0500		(716)684-0022
162602	162629	397958	WILSON FARMS #317	2761 HARLEM RD	CHEEKTOWAGA	NY	14225	2		4027-0500		(716)891-8138
162602	162629	397961	WILSON FARMS #316	889 BEACH RD	CHEEKTOWAGA	NY	14225	2		4027-0500		(716)634-0246
162602	162629	535521	WILSON FARMS #312	3428 BAILEY AVE	BUFFALO	NY	14215	2		4027-0500		(716)835-0774
162602	162629	535523	WILSON FARMS #356	2275 GENESEE ST	BUFFALO	NY	14211	2		4027-0500		(716)894-5175
162602	162622	563974	WILSON FARMS #366	1820 MAPLE RD	AMHERST	NY	14221	2		4027-0500		(716)636-1650
162602	162630	566891	WILSON FARMS #389	3336 LATTA RD	GREECE	NY	14612	2		4027-0500		(716)723-6149
162602	162622	615913	WILSON FARMS #363	4950 HARLEM RD	AMHERST	NY	14226	2		4027-0500		(716)839-4667
162602	162622	643127	WILSON FARMS #362	5589 TRANSIT RD	EAST AMHERST	NY	14051	2		4027-0500		(716)639-7528
162602	162630	700398	WILSON FARMS #750	15 LAKE AVE	HILTON	NY	14468	2		4027-0500		(716)392-8110
162602	162630	710613	WILSON FARMS #382	505 E MAIN ST	BATAVIA	NY	14020	2		4027-0500		(716)345-0143
162602	162622	747701	WILSON FARMS #731	9440 MAIN ST	CLARENCE	NY	14031	2		4027-0500		(716)759-7905
162602	162621	763309	WILSON FARMS #374	25 CHESTNUT RIDGE	ROCHESTER	NY	14624	2		4027-0500		(716)247-1419
162602	162625	764506	WILSON FARMS #323	304 ELMWOOD AVE	BUFFALO	NY	14222	2		4027-0500		(716)882-2555
162602	162629	764608	WILSON FARMS #321	3211 MAIN ST	BUFFALO	NY	14214	2		4027-0500		(716)834-4018
162602	162622	764630	WILSON FARMS #320	2006 DODGE RD	EAST AMHERST	NY	14051	2		4027-0500		(716)688-1685
162602	162629	764958	WILSON FARMS #314	1055 WALDEN AVE	CHEEKTOWAGA	NY	14225	2		4027-0500		(716)897-2666
162602	162629	765384	WILSON FARMS #304	1650 KENSINGTON A	CHEEKTOWAGA	NY	14225	2		4027-0500		(716)836-7668
162602	162625	765529	WILSON FARMS #343	782 ELMWOOD AVE	BUFFALO	NY	14222	2		4027-0500		(716)886-1915
162603	162629	194513	WILSON FARMS #334	475 FRENCH RD	CHEEKTOWAGA	NY	14227	2		4027-0500		(716)674-3488
162603	162622	512696	WILSON FARMS #335	4935 WILLIAM ST	LANCASTER	NY	14086	2		4027-0500		(716)681-7168
162603	162625	554353	WILSON FARMS #315	1540 BROADWAY ST	BUFFALO	NY	14212	2		4027-0500		(716)896-8981
162603	162623	563984	WILSON FARMS #364	305 BUFFALO ST	HAMBURG	NY	14075	2		4027-0500		(716)646-5705
162603	162625	586468	WILSON FARMS #302	975 ABBOTT RD	BUFFALO	NY	14220	2		4027-0500		(716)825-3556
162603	162623	626301	WILSON FARMS #384	4931 S. LAKESHORE	HAMBURG	NY	14075	2		4027-0500		(716)627-4008
162603	162625	764761	WILSON FARMS #324	537 POTTERS RD	WEST SENECA	NY	14220	2		4027-0500		(716)823-0332
162603	162625	764965	WILSON FARMS #301	398 DINGENS ST	BUFFALO	NY	14206	2		4027-0500		(716)822-3378
162603	162625	765099	WILSON FARMS #305	1095 E LOVEJOY ST	BUFFALO	NY	14206	2		4027-0500		(716)895-9546
162603	162623	765134	WILSON FARMS #331	4981 S. WESTERN B	HAMBURG	NY	14075	2		4027-0500		(716)648-1203
162603	162629	765599	WILSON FARMS #358	5990 TRANSIT RD	DEPEW	NY	14043	2		4027-0500		(716)684-3362
162603	162625	396951	WILSON FARMS #307	1971 S PARK AVE	BUFFALO	NY	14220	2		4027-0500		(716)822-6881
162603	162625	396953	WILSON FARMS #703	481 ABBOTT RD	BUFFALO	NY	14220	2		4027-0500		(716)825-5253
162603	162625	396956	WILSON FARMS #308	2406 S PARK AVE	BUFFALO	NY	14220	2		4027-0500		(716)826-8341
162603	162625	397350	WILSON FARMS #309	4075 SENECA ST	WEST SENECA	NY	14224	2		4027-0500		(716)674-1944
162603	162623	440179	WILSON FARMS #333	3725 S PARK AVE	BLASDELL	NY	14219	2		4027-0500		(716)825-6930
162604	162620	029168	WILSON FARMS #378	1691 CULVER RD	ROCHESTER	NY	14609	2		4027-0500		(716)482-2937
162604	162620	089393	WILSON FARMS #377	2300 MAIN ST E	ROCHESTER	NY	14609	2		4027-0500		(716)288-0207

WHOLESALE : 842166 TOPS MARKETS, INC. <DIRECT>
TEMPLATE : 801271 80900 DOR SEPT JACKPOT
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TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162604	162621	375902	WILSON FARMS #365	622 PARK AVE	ROCHESTER	NY	14607	2		4027-0500		(716)442-0301
162604	162621	492200	WILSON FARMS #369	291 DEWEY AVE	ROCHESTER	NY	14608	2		4027-0500		(716)254-6597
162604	162621	542132	WILSON FARMS #368	1218 JAY ST	ROCHESTER	NY	14611	2		4027-0500		(716)235-2529
162604	162620	763233	WILSON FARMS #373	969 BAY ST	ROCHESTER	NY	14609	2		4027-0500		(716)288-0383
162604	162630	763409	WILSON FARMS #375	4424 LAKE AVE	ROCHESTER	NY	14612	2		4027-0500		(716)865-1092
162604	162630	763472	WILSON FARMS #376	2678 DEWEY AVE	GREECE	NY	14616	2		4027-0500		(716)663-4510
162604	162621	763745	WILSON FARMS #379	890 MONROE AVE	ROCHESTER	NY	14620	2		4027-0500		(716)271-7085
162604	162620	764304	WILSON FARMS #372	233 RIDGE RD E	ROCHESTER	NY	14621	2		4027-0500		(716)467-1119
162604	162620	764313	WILSON FARMS #370	1475 N GOODMAN AV	ROCHESTER	NY	14613	2		4027-0500		(716)467-7148
162604	162621	764317	WILSON FARMS #371	884 EMERSON ST	ROCHESTER	NY	14609	2		4027-0500		(716)254-5637
162604	162621	782992	WILSON FARMS #754	923 S CLINTON AVE	ROCHESTER	NY	14620	2		4027-0500		(716)473-5429
162604	162620	971111	WILSON FARMS #380	2288 CULVER RD	ROCHESTER	NY	14609	2		4027-0500		(716)544-9448
162606	162225	128628	WILSON FARMS #383	131 W STATE ST	OLEAN	NY	14760	2		4027-0500		(716)372-8309
162606	162628	494775	WILSON FARMS #388	67 CHAUTAUQUA STR	LAKEWOOD	NY	14750	2		4027-0500		(716)763-4112
162606	162628	568309	WILSON FARMS #385	340 ALLEN ST	JAMESTOWN	NY	14701	2		4027-0500		(716)484-2119
162606	162628	740876	WILSON FARMS #721	321 HAZELTINE AVE	JAMESTOWN	NY	14701	2		4027-0500		(716)661-3159
162606	162628	765318	WILSON FARMS #386	1011 E 2ND ST	JAMESTOWN	NY	14701	2		4027-0500		(716)665-4139
162606	162628	765450	WILSON FARMS #387	518 N MAIN ST	JAMESTOWN	NY	14701	2		4027-0500		(716)664-7513

PAGE BREAK TOTAL ACCOUNTS 103 TOTAL QUANTITY 206

TEMPLATE TOTAL ACCOUNTS 103 TOTAL QUANTITY 206

***** END OF REPORT FOR PROMOTION 801271 *****

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

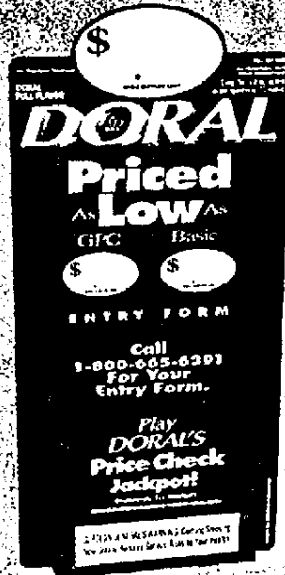
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

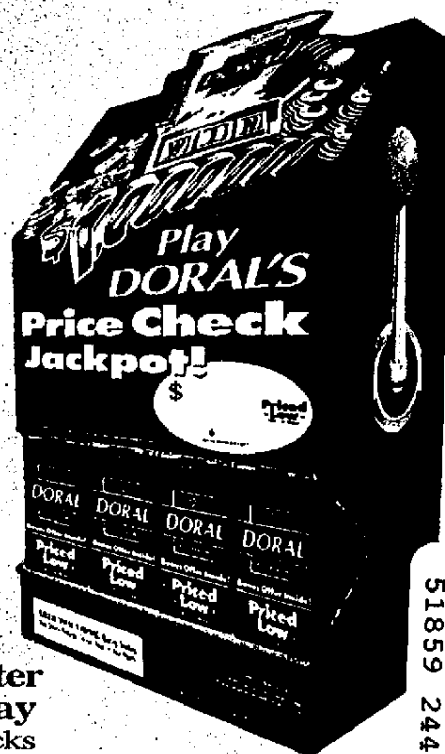
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card
w/Entry Forms



Wobbler



Counter
Display
(40 packs
per display)

51859 2442

Additional Support Pieces:*

Pack Outlet
Small Paster

Cigarette/Tobacco Store Outlet
Large Paster
Banner
Standee

*Adhesive numbers and a pricing pen will be included for you to price the materials.